

EPICENTER

**A CONCEPT PRESENTATION FOR THE
MCDOWELL ROAD SOUTH SCOTTSDALE
ECONOMIC DEVELOPMENT TASK FORCE**

**ANSWERS TO THE TASK FORCE SEVEN
QUESTIONS LIST**

**PRESENTED BY
BILL LAUTENBACH
T.I. INC.**

NOVEMBER 11, 2009

TO: McDOWELL ROAD/SOUTH SCOTTSDALE ECONOMIC DEVELOPMENT TASK FORCE

**ANSWERS TO THE TASK FORCE SEVEN QUESTIONS LIST
NOVEMBER 11, 2009**

1: Re: City Policies: While this concept is generally very compatible with most Scottsdale City policies, there may be some temporary rules that would help, in the long run, to facilitate the transformation period from empty buildings to the revitalized and tax generating results. I would like to give this project the title of "EPICENTER".

2: Non-City Barriers: The intent and planning exercised by both the task force and all eventual "players" now involved with this visionary cusp of promoting sustainable and green thinking will be drawn to the platform provided by the EPICENTER.

The city's invitation to provide and encourage the use of this exciting location can satisfy the intent to create a center point that joins all the varied disciplines inherent in the quest for a sustainable world. Whatever problems or barriers that emerge can be overcome by the power of this gigantic opportunity for us to become the leaders and clearing-house for all aspects of sustainable life-styles. This opportunity will be utilized by all of our Valley cities, the state of Arizona and the U.S.A. It will also provide an open door to the world to share new ways to preserve and enhance our lives on this planet. All this can be ignited by creating the platform for reaping the benefits of an EPICENTER.

3: McDowell Locations: The McDowell corridor has become a big problem that requires a really big solution: a fresh idea and a brave concept -- and effort -- a justification and a revitalized purpose.

All that is engendered within and by the concept of the EPICENTER.

Many good property investors and people who believed in the Scottsdale McDowell Corridor could (possibly) begin to believe that the light at the end of the tunnel is not a train. All we need now is to shed the tunnel-vision syndrome and to begin to harvest all the "green" ideas and concepts. The business opportunities presented by the Epicenter concept could attract world-wide involvement. It will become an economic engine.

We need to get moving to capture all the industries, planners, inventors, and sustainability experts that will make up a profitable base of operations. We need to entice and collect the minds of those people who are generating sustainable ideas. World-wide "green" thinking is developing at a fast pace. We need to be involved and prosper here in Scottsdale. Now.

When you study and discover all the parts and pieces presented to entrepreneurs by the economic possibilities of sustainability it makes you wonder why we would not want to be known as leaders in this effort.

That is why the concept of Epicenter as a platform for the capture of these opportunities **MUST BE** considered.

I propose that this is the most viable solution for the regeneration of the McDowell corridor. It will serve for the short term and, more importantly, for our next 50 year future. Some of us may not see it, but our children will.

Remember that old question: which came first, the chicken or the egg? The answer is that the idea came first. Orville and Wilbur were greatly misjudged for flying their kite. Sailmakers laughed at Fulton's steamboat. Those leaps of invention have changed our world. Now Epicenter can be our quantum leap into new ideas and sources of income. We may even be judged well for our visionary thinking, for our efforts to enhance the lifestyle of mankind's future.

4: Land Uses: This concept of an epicenter of sustainability has been, in various forms, five years in the making. In other attempted plans for implementation, it had some major difficult steps to overcome. In earlier concepts it required large chunks of land and many new exhibit buildings that needed new investors. Also it was too early in the cycle of acceptance of sustainability efforts. The media and the public had difficulty appreciating the value that might be derived. In fact, fuel was made cheap and used to block alternate energy which then seemed like a lot of unnecessary trouble. The logic then was that it was easier to fight the sunshine than to utilize it.

We are now getting wiser about how we should live on and protect this globe in every way. We are now beginning to believe that sustainability is a point of new beginning and just as important and world-changing as those made by the industrial revolution. It is even bigger! This time it is paramount to the survival of humanity.

By collecting and encouraging the complete spectrum of those visionaries of all sustainability technology and the attendant industries they will produce, we should create a leadership platform. Our leadership is the very essence of the concept of Epicenter.

We are at a milestone in history. We are fortunate that we can be the purveyors and the tillermen of the direction it should take. Let us create Epicenter here in this McDowell corridor – and soon. Let us now be the ones who capture the power of knowledge being introduced all over the globe.

The McDowell corridor has the potential of being transformed easily and quickly. It can become an epicenter of knowledge, new ideas, industry, information, and dissemination of ideas. Most importantly it will produce nearly 1500 jobs and become a new tax base generator.

The epicenter can be successful by combining the factors listed below:

- a. Skysong. Skysong has already been recognized world-wide and will be even more of a power-draw as it builds to completion.
- b. ASU has a new Sustainability School for accreditation -- one of the first Universities to recognize the need.
- c. The city of Scottsdale has a nationally recognized and successful LEED program. It has already achieved many accolades for building projects that are

sustainable which was the work of the Director of the city's Sustainable Department.

- d. The Epicenter concept and its potential will give property owners and buyers the potential to survive economic downturn. In addition, the Epicenter may encourage banks and city and state as well as federal government to create a form of economic bridging. This will make it more possible for investors to become a part of and partners in the overall improvement area.
- e. When we go beyond the most recognized sustainable businesses of solar, wind and water we begin to realize that every education subject, every public service, every building and land code plays a part in the quest to improve sustainability. Add legal and banking services and every other service shown in your Yellow Pages Phone Book. All these activities have aspects of sustainability. Finally, be sure to include hotels and every form of transportation. Epicenter visitors will fill hotels and restaurants for a period of at least twenty to thirty years. Our wealth of information, technology and sustainable methods will be bought and will ensure our profitability in the coming years.
- f. The interconnection of the Arizona Universities and the facilities that Epicenter creates will result in a burst of benefits for everyone.
- g. The projection is that there will be at least 15,000 active jobs in the Epicenter corridor. Add to that approximately 5,000 more jobs of outside services support.
- h. Analyzing time spans: take a ride down McDowell. Start at Papago Park and go east to Pima. Count and assess the empty, see-through buildings. "Something's gotta happen." Look to Epicenter for the idea that allows a fast start to recovery, it allows time to transition, it encourages the "empties" to fill with a new purpose. It allows the property owners to participate or to sell. It allows for a mix of facilities like restaurants and other service businesses to survive and become partners in the quest to re-ignite the McDowell Corridor.
- i. The curves of the economy, as always, will change again. The next direction should be up. We should be part of that pending upswing. We need to be ready. Let's get a few steps ahead now.

The sustainability market has recently become better understood by the media and the public. The stars are aligning.

By employing anticipation and a sense of direction we will find the best methods for moving ahead. The dynamic power of the Epicenter image will attract the movers and shakers in our world. This will give the people of the world a way forward, a platform for their participation and the sincere welcome of our support.

5: Structure of Group: I am the President of T.I. Incorporated, established in 1984.

Currently involved in concept planning for the enhancement of Papago Park, the Centennial Celebration Corridor and, for the past 5 years, a feasibility effort to present an Arizona World's Fair. Recently I have been studying and planning how to revitalize the McDowell Corridor into my concept of the Epicenter.

6: Needs: Primarily, the task force would approve the overall concept of the Epicenter and structure its development as a sustainability center. Also required would be a City-generated mission statement.

Next, a non-profit group or groups would be assembled to conduct meetings to identify purpose and encourage possible participants in the revitalization. These groups would produce reports to guide City authorities in their awareness of citizen's concerns.

There are 50 to 60 buildings that can be redefined and numerous empty lots that can be utilized for future Epicenter tenants. No changes to the McDowell roadbed will be required.

7. Time Frame Questions: The time required to sort out all the variables that could, can, and do occur when the land is under so many ownerships and conditions will be resolved by surveys.

The time to start is now. The advantage we have right now is that the buildings for a large part exist and need to be filled to their new purposes. That is the goal. The method is the formation and the promise of Epicenter.

Submitted by Bill Lautenbach
President, T.I. Inc.
Phone: 480-949-8467